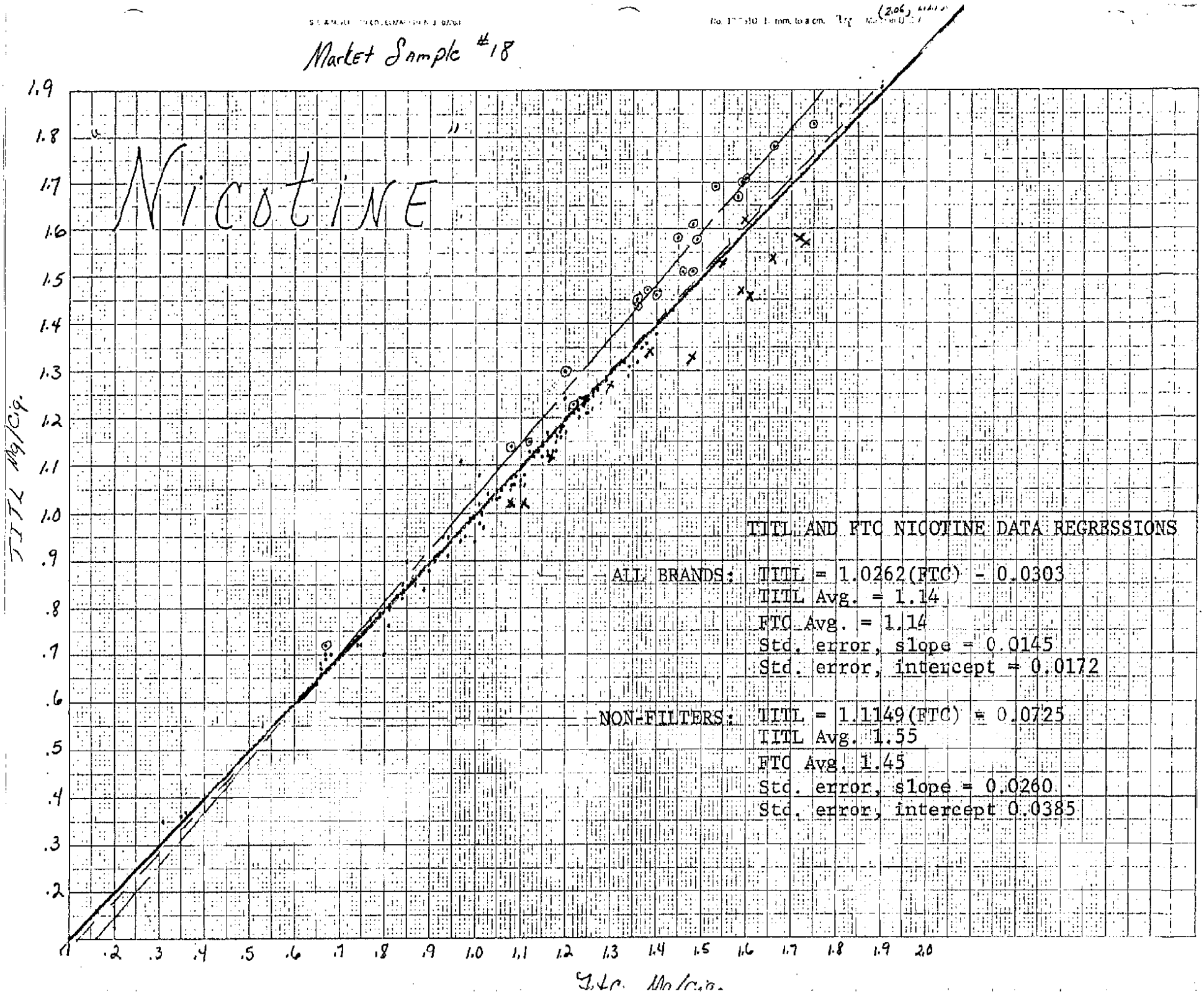
Market Sample #18



TITL AND FTC NICOTINE DATA REGRESSIONS

ALL BRANDS:
TITL = 1.0262(FTC) - 0.0303
TITL Avg. = 1.14
FTC Avg. = 1.14
Std. error, slope = 0.0145
Std. error, intercept = 0.0172

NON-FILTERS:
TITL = 1.1149(FTC) - 0.0725
TITL Avg. 1.55
FTC Avg. 1.45
Std. error, slope = 0.0260
Std. error, intercept 0.0385

PM3000764037

Source: https://www.industrydocuments.ucsf.edu/docs/zxvl0001